Markups 9/91 and 2/93

	1-Feb-93		23-Sep-91	
	Premium	Deep Discount	Premium	Deep Discount
List/M	71.10	32.70	58.25	30.35
Carton	14.22	6.54	11.65	6.07
Off Invoice	14.22	5.19	11.65	5.42
Less 3.25%	13.76	5.02	11.27	5.24
Allowance	13.76	5.02	11.27	4.74
SET	2.80	2.80	2.50	2.50
Net cost	16.56	7.82	13.77	7.24
Retail				
Super/Ctn	19.40	11.57	16.29	11.42
Super/Pk	2.19	1.35	1.88	1.40
C-store/Pk	2.28	1.20	1.97	1.38
Trade $ Margin				
Super/Ctn	2.84	3.75	2.52	4.18
Super/Pk	5.34	5.68	5.03	6.76
C-store/Pk	6.24	4.18	5.93	6.56
Trade % Margin				
Super/Ctn	14.7%	32.4%	15.5%	36.6%
Super/Pk	24.4%	42.1%	26.7%	48.3%
C-store/Pk	27.4%	34.8%	30.1%	47.5%
Assume 5% wholesaler margin				
Retail $ Margin				
Super/Ctn	1.97	3.34	1.79	3.80
Super/Pk	4.47	5.27	4.30	6.38
C-store/Pk	5.37	3.77	5.20	6.18
Retail % Margin				
Super/Ctn	10.2%	28.8%	11.0%	33.2%
Super/Pk	20.4%	39.0%	22.9%	45.5%
C-store/Pk	23.6%	31.4%	26.4%	44.7%

Source: Retail Pricing Sweeps, static panel
Note: Deep Discount prices are PM/RJR

2045883346

Mkups 9/91 v 2/93wksht

Source: https://www.industrydocuments.ucsf.edu/docs/rqvk0004